

Salty Snacks - China - January 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Manufacturers might consider adopting a multi-brand strategy to meet the demand for different types of snacking food from different consumer segments – depending on their respective attitudes towards salty snacks – so as to more effectively expand both business scope and consumer reach.”

– Laurel Gu – Senior Research Analyst

This report looks at the following areas:

- What is the current state of the snacks market in China and what are the trends behind, drivers of and barriers to growth?
- What are consumers’ behaviour and attitudes towards salty snacks?
- Where are the opportunities for growth in the salty snacks category?
- How can companies appeal to a broader audience by catering to the needs of different consumer segments based on their attitudes towards eating salty snacks and purchasing power?
- How can value sales be increased through premiumisation?

The China snacks market has been growing rapidly over the past five years and this trend is expected to continue. There is still a considerable amount of room for development due to the current low per capita consumption of snacks in China, with future growth supported by China’s steady economic growth, the continuous increase in Chinese consumers’ disposable income, the increased importance of leisure, which typically lends itself to consumers eating more snacks, the development of online and offline shopping channels, and the growing emphasis that Chinese consumers place on eating healthy food.

For companies dealing with nuts and seeds, the opportunity lies in premiumisation, as currently there are no leading brands playing in this area. Regarding crisps and other puffed snacks, the key challenge lies in product innovation with the aim of attracting more consumers with appealing flavours while at the same time providing safety and health assurances.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market